

## ABSTRACT OF THE DISCLOSURE

- A prospective customer searching part searches a customer database on the Internet based on information regarding a target article, a shop
- 5 searching part searches a shop database, and a prospective customer list generating part generates a prospective customer list for each shop. A prospective customer list presenting part presents the list, and a shop determines whether or not advertisement is to be distributed to each prospective customer by using an advertisement distribution selecting part.
- 10 An advertisement distribution preliminary list generating part excludes customers selected not to receive advertisement to generate an advertisement distribution preliminary list. A name-embedded advertisement generating part generates advertisement using advertisement data in accordance with the advertisement distribution preliminary list, and a name-embedded
- 15 advertisement distributing part distributes the name-embedded advertisement to customers.